

IN THE CLAIMS

The claims listed below replace all previously filed versions of the claims.

1-37. (Cancelled)

38. (Currently Amended) The method according to claim ~~37~~ 52, wherein the content distributor is a broadcaster.

39. (Currently Amended) The method according to claim ~~37~~ 52, wherein the one or more constraints are received from an advertiser.

40. (Currently Amended) The method according to claim 39, further comprising placing an order, by the advertiser to the content distributor, to deliver the advertisement only to the one or more target users or reception locations at the estimated price.

41. (Currently Amended) The method according to claim 40, further comprising delivering, after receiving the order for delivering the advertisement over a network, the advertisement only to one or more of the target users or reception locations.

42. (Currently Amended) The method according to claim 41, wherein the advertisement is delivered using an advertising period when transmitting ~~the~~ content.

43. (Currently Amended) The method according to claim 41, wherein the advertisement is delivered during an advertising period when transmitting ~~the~~ content.

44. (Previously Presented) The method according to claim 43, wherein the advertising period is allocated based on one or more delivery parameters.

45. (Previously Presented) The method according to claim 44, wherein the one or more delivery parameters are specified in the one or more constraints.

46. (Currently Amended) The method according to claim 43, wherein the advertising period is allocated with respect to the content to be delivered to each of the target users or reception locations.

47. (Currently Amended) The method according to claim 43, wherein

the advertising period is embedded in content to be transmitted to each of the one or more target users or reception locations; and

the advertisement is delivered to each of the one or more target users or reception locations and only to the one or more target users or reception locations during transmission of the content, whether before, after, or by interrupting the content, or by placing the advertised product or service in the content itself and by inserting the advertisement into the advertising period.

48. (Currently Amended) The method according to claim 37 52, wherein the one or more constraints include a geographic constraint.

49. (Currently Amended) The method according to claim 37 52, wherein the one or more constraints includes a demographic constraint based on at least one of gender, income, age, or the number of targeted users at a reception location.

50. (Currently Amended) The method according to claim 37 52, wherein the one or more constraints include a time constraint, including at least one of a time frame within which the delivery of the advertisement is to be completed, a desired duration of each single exposure, or a desired repetition rate with respect to a unit time.

51. (Cancelled)

52. (Currently Amended) ~~The A method according to claim 51, wherein said calculating the estimated price comprises~~ for arranging advertising comprising:

receiving one or more constraints related to an advertisement by a content distributor over a network, wherein the one or more constraints define desired characteristics of one or more target users or reception locations to whom the advertisement is to be delivered;

determining an estimated price for delivery of the advertisement, by or on behalf of the content distributor but not by an advertiser, based on a selection of one or more of the target users or reception locations where the advertisement is to be delivered, wherein the one or more

target users or reception locations are selected, by or on behalf of the content distributor, to meet each of the one or more constraints; and

sending the estimated price over the network;

wherein said determining comprises:

searching information related to a plurality of individuals or locations, each having a profile,

identifying the one or more target users or reception locations by comparing the one or more constraints to the profiles of the plurality of individuals or locations and identifying the target users or reception locations whose profiles match the one or more constraints, and

calculating, based on the identified one or more target users or reception locations, the estimated price for delivering the advertisement to the identified one or more target user or reception locations, and wherein said calculating the estimated price comprises:

determining an overall desirability for each of the target ~~uses~~ users[;] or reception locations,

calculating an individual price for delivering the advertisement to each of the one or more target users or reception locations based on the overall desirability of the target ~~user~~ users or reception locations[;], and

computing the estimated price for delivering the advertisement to one or more target users or reception locations based ~~in~~ on the calculated individual prices.

53. (Currently Amended) The method according to claim 52, wherein said determining an overall desirability of a target user comprises:

accessing an index value associated with the target user or reception locations with respect to each of the one or more constraints, wherein the index value indicates the desirability

of the target user or reception locations in terms of the constraint from the content distributor's perspective;

retrieving a coefficient value, specified by the advertiser, with respect to each of the one or more constraints, wherein the coefficient value indicates the desirability of the constraint from the advertiser's perspective; and

computing the overall desirability for the target user or reception location based on the index value and the coefficient value associated with the target user or reception location with respect to each of the one or more constraints.

54. (Currently Amended) A method for an advertiser, comprising:

receiving an estimated price, over a network, related to delivering an advertisement to one or more target users or ~~target~~ reception locations;

placing an order with a content distributor for delivering the advertisement to the one or more target users or reception locations at the estimated price, wherein

the one or more target users or reception locations are selected by, or on behalf of the content distributor but not by the advertiser, who meet one or more constraints which define desired characteristics of the one or more target users or reception locations to whom the advertisement is being delivered

wherein the estimated price is computed by:

determining an overall desirability for each of the target users or reception locations;

calculating an individual price for delivering the advertisement to each of the one or more target users or reception locations based on the overall desirability of the target users or reception locations; and

computing the estimated price for delivering the advertisement to the one or more target users or reception locations based on the calculated individual prices.

55. (Currently Amended) The method according to claim 54, wherein the one or more constraints define one or more delivery parameters based on which advertisement is to be delivered to each of the one or more target ~~uses~~ users or reception locations.

56. (Previously Presented) The method according to claim 54, wherein the advertisement is delivered during an advertising period.

57. (Previously Presented) The method according to claim 56, wherein the advertising period is allocated based on the delivery parameters.

58. (Currently Amended) The method according to claim 56, wherein the advertising period is allocated in content to be delivered to a target user or reception location.

59. (Currently Amended) The method according to claim 54, wherein the estimated price is received from a content distributor which computes the estimated price based on the one or more ~~targeted~~ target users or reception locations selected using the one or more constraints.

60. (Previously Presented) The method according to claim 59, wherein the content distributor is a broadcaster.

61. (Currently Amended) The method according to claim 56, wherein the advertisement is delivered to the one or more target users or reception locations and only to the one or more target users or reception location during transmission of the content for the target users or reception location, whether before or after, or by interrupting the content, or by placing the advertised product or service in the content itself and by inserting the advertisement into the allocated advertising period.

62. (Previously Presented) The method according to claim 54, wherein the one or more constraints are provided by the advertiser prior to receiving the estimated price.

63. (Cancelled)

64. (Currently Amended) The method according to claim ~~63~~ 74, further comprising receiving the one or more constraints prior to said determining.

65. (Currently Amended) The method according to claim ~~63~~ 74, wherein the estimated price is sent to at least one advertiser.

66. (Currently Amended) The method according to claim ~~63~~ 74, further comprising receiving an order from an advertiser to deliver the advertisement at the estimated price.

67. (Currently Amended) The method according to claim 66, further comprising delivering, after receiving the order, the advertisement to the one or more target users or reception locations.

68. (Currently Amended) The method according to claim ~~63~~ 74, wherein the one or more constraints define one or more delivery parameters based on which advertisement is to be delivered to each of the one or more target users or reception locations.

69. (Currently Amended) The method according to claim ~~63~~ 74, wherein the advertisement is delivered during an advertisement period.

70. (Previously Presented) The method according to claim 69, wherein the advertising period is allocated based on the delivery parameters.

71. (Currently Amended) The method according to claim 69, wherein the advertising period is allocated in content to be delivered to a target user or reception location.

72. (Currently Amended) The method according to claim 69, wherein the advertising period is embedded in the content to be transmitted to each of the one or more target users or reception locations; and

the advertisement is delivered to each of the one or more target users or reception locations during transmission of the content, whether before or after, or by interrupting the content, or by placing the advertised product or service in the content itself and by inserting the advertisement into the advertising period.

73. (Currently Amended) The ~~message~~ method according to claim ~~63~~ 74, wherein said determining comprises:

searching information related to a plurality of individuals or locations, each having a profile; and

selecting the one or more target users or reception locations by comparing the one or more constraints to the profiles of the plurality of individuals or locations and identifying the target users or reception locations whose profiles match the one or more constraints.

74. (Currently Amended) ~~The A method according to claim 63,~~ for a content distributor, comprising:

selecting one or more target users or reception locations based on one or more constraints related to an advertisement, wherein the one or more constraints define desired characteristics of the one or more target users or reception locations to whom the advertisement is to be delivered;

computing an estimated price for delivering the advertisement based on the one or more target users or reception locations selected using the one or more constraints; and

sending the estimated price over a network;

wherein said computing the estimated price comprises:

determining an overall desirability for each of the target users[;] or reception locations,

calculating the individual price for delivering the advertisement to each of the one or more target users or reception locations based on the overall desirability of the target users or reception locations[;], and

computing the estimated price for delivering the advertisement to the one or more target users or reception locations based on the calculated individual prices.

75. (Currently Amended) The method according to claim 69, further comprising allocating, based on the one or more constraints, the advertising period in content scheduled to be transmitted to a target user or reception locations.

76. (Currently Amended) The method according to claim 75, wherein the advertisement is delivered during transmission of content using an advertising period allocated in the content to be transmitted to each of the target users or reception locations.

77. (Cancelled)

78. (Currently Amended) The method according to claim ~~77~~, 79 wherein the one or more constraints define one or more delivery parameters based on which advertisement is to be delivered to each of the one or more target users or reception locations.

79. (Currently Amended) ~~The A method according to claim 77, for pricing individualized advertising, comprising:~~

receiving one or more constraints to be used in determining one or more target users or reception locations to which the advertisement is to be delivered;

selecting the one or more target users, by or on behalf of a content distributor, by comparing the one or more constraints to profiles of a plurality of individuals or locations and identifying target users or reception locations whose profiles match the one or more constraints;
and

calculating the estimated price for delivering the advertisement to the one or more target users or reception locations based on a degree of match between each of the one or more target users or reception locations and the one or more constraints wherein

the one or more constraints define desired characteristics of the one or more target users or reception locations;

wherein said calculating the estimated price comprises:

determining an overall desirability for each of the target users[;] or reception locations,

calculating an individual price for delivering the advertisement to each target user or reception location based on the overall desirability of the target user or reception location and a delivery schedule for delivering the advertisement to the target user[;]or

reception location, and

calculating the estimated price for delivering the advertisement to the one or more target users or reception locations based on the calculated individual prices,

wherein the overall desirability is determined based on both the perspective to the content distributor who is to deliver the advertisement to the target users and the perspective of ~~and~~ an advertiser who desires to deliver the advertisement to target users or reception locations who satisfy one or more constraints.

80. (Currently Amended) The system according to claim 79, wherein said determining an overall desirability of a target user comprises:

accessing an index value associated with the target user or reception location with respect to each of the constraints, wherein the index value indicates the desirability of the target user or reception locations with respect to the constraint from the content distributor's perspective;

retrieving a coefficient value, specified by the advertiser, with respect to each of the constraints, wherein the coefficient value indicates the desirability of the constraint from the advertiser's perspective; and

computing the overall desirability for the target ~~use~~ user or reception location based on the index value and the coefficient value associated with the target user or reception location to each of the constraints.

81. (Currently Amended) A system for advertising, comprising:

a content distributor device configured to offer an estimated price to deliver an advertisement;

an advertiser client capable of placing an order with the content distributor for delivering the advertisement at the estimated price; and

one or more devices or target users or reception locations to which the advertiser desires to deliver and the content distributor delivers the advertisement, wherein

the one or more target users or reception locations are selected by or on behalf of the content distributor according to one or more constraints which define desired characteristics of the one or more target users or reception locations to which the advertisement is to be delivered; and

the estimated price is determined, using a computer, based on a degree of match between each of the one or more target users or reception locations and the one or more constraints;

wherein said computing the estimated price comprises:

determining an overall desirability for each of the target users or reception locations,

calculating an individual price for delivering the advertisement to each of the one or more target users or reception locations based on the overall desirability of the target users or reception locations, and

computing the estimated price for delivering the advertisement to the one or more target users or reception locations based on the calculated individual prices.

82. (Previously Presented) The system according to claim 81, wherein the one or more constraints define one or more delivery parameters based on which advertisement is to be delivered to each of the one or more target users or reception locations.

83. (Previously Presented) The system according to claim 81, wherein the advertisement is delivered during an advertising period.

84. (Previously Presented) The system according to claim 83, wherein the advertising period is allocated based on the delivery parameters.

85. (Currently Amended) The system according to claim 83, wherein the advertising period is allocated in content to be delivered to a target user or reception location.

86. (Currently Amended) The system according to claim 83, wherein

the advertising period is embedded in the content to be transmitted to each of the one or more target users or reception locations; and

the advertisement is delivered to each of the one or more users during transmission of the content by inserting the advertisement into the advertising period.

87. (Previously Presented) The system according to claim 81, wherein the one or more constraints include at least one of a demographic constraint or a geographic constraint.

88. (Previously Presented) The system according to claim 81, wherein the content distributor device is a broadcaster server.

89. (Previously Presented) The system according to claim 81, wherein the one or more constraints are received from the advertiser client.

90. (Currently Amended) The system according to claim 81, wherein the content distributor device is configured to:

identify the one or more target ~~user~~ users or reception locations based on the one or more constraints; and

calculate the estimated price based on the selected one or more target users or reception locations.

91. (Currently Amended) The system according to claim 89, wherein the content distributor device is configured to transmit content and/or advertising only to the one or more target users or reception locations after receiving the order from the advertiser.

92. (Currently Amended) The system according to claim 87, wherein the advertiser client is configured to:

receive an offer with the estimated price to deliver the advertisement to the one or more target users or reception locations selected based on the one or more constraints; and

accept the offer by placing the order to deliver the advisement to the one or more target users or reception locations at the advertised price.

93. (Currently Amended) The system according to claim 81, wherein the advertiser client is configured to provide, prior to receiving the estimated price, the one or more constraints to be used in determining the one or more target users or reception locations.

94. (Previously Presented) The system according to claim 81, wherein the advertiser client is configured to solicit an offer for delivering the advertisement in a manner satisfying the one or more constraints prior to receiving the offer.

95. (Currently Amended) A system for a content distributor device, comprising:
an order component configured to receive and to process one or more constraints;
a profile component configured to identify one or more target users or reception locations which meet each of the one or more constraints;

a pricing component configured to derive an estimated price to deliver the advertisement using the advertising period to the one or more target users or reception locations during transmission of content, wherein the one or more constraints define

desired characteristics of the one or more target users or reception locations to which the advertisement is to be delivered, and

the estimated price is determined, using a computer, ~~by based on the one or more target users or reception locations and the one or more constraints;~~

determining an overall desirability for each of the target users or reception locations,

calculating an individual price for delivering the advertisement to each of the one or more target users or reception locations based on the overall desirability of the target users or reception locations, and

computing the estimated price for delivering the advertisement to one or more target users or reception locations based on the calculated individual prices.

96. (Previously Presented) The system according to claim 95, where the one or more constraints define one or more delivery parameters based on which advertisement is scheduled to be delivered to each of the one or more target users or reception locations.

97. (Currently Amended) The system according to claim 93 wherein the pricing component is configured to:

calculate an individual price for delivering the advertisement to each of the one or more target users or reception locations based on an overall demand for the target user or reception locations; and

compute the estimated price for delivering the advertisement to the one or more target users or reception locations based on the individual prices computed with respect to delivering the advertisement to each of the one or more target users or reception locations.

98. (Currently Amended)) The system according to claim 97, wherein the content distributor device is confined to transmit the advertisement and/or content embedded with an advertising period inserted with the advertisement only to the one or more target users or reception locations.

99. (Currently Amended) An advertiser client configured to solicit an offer, over a network, for delivering an advertisement to one or more target users satisfying one or more constraints;

receive an offer, over the network from a content distributor, for transmitting the advertisement to the one or more target users at an estimated price; and

accept the offer over the network, wherein

the one or more constraints define desired characteristics of the one or more target users to whom the advertisement is to be delivered, and

the estimated price is computed by ~~based on the selection of the one or more target users~~ by; or on behalf of the content distributor

determining an overall desirability for each of the target users or

reception locations,

calculating an individual price for delivering the advertisement to each
of the one or more target users or reception locations based on the overall
desirability of the target users or reception locations, and

computing the estimated price for delivering the advertisement to
one or more target users or reception locations based on the calculated
individual prices.

100. (Currently Amended) The system according to claim 99, wherein the one or more constraints define one or more delivery parameters based on which advertisement is scheduled to be delivered to each of the one or more target users or reception locations.

101. (Currently Amended) The system according to claim 99, wherein the advertiser client is configured to generate, prior to soliciting the offer, the one or more constraints to be used in determining the one or more target users or reception locations.

102. (Currently Amended) The system according to claim 101, wherein the estimated price is determined based on a degree of match between each of the one or more target users or reception locations and the one or more constraints.

103. (Cancelled)

104. (Currently Amended) The system according to claim ~~103~~ 105, wherein the one or more constraints define one or more delivery parameters based on which advertisement is scheduled to be delivered to each of the one or more target users or reception locations.

105. (Currently Amended) ~~The A system according to claim 103,~~ for computing a price for delivering an advertisement, comprising:

A profile component configured to identify one or more target users or reception locations based on one or more constraints; and

A pricing component configured to derive an estimated price for delivering the advertisement to the one or more users or reception locations, wherein the one or more

constraints define desired characteristics of the one or more target users or reception locations to whom the advertisement is to be delivered, and the estimated price is derived based on a degree of match between each of the one or more target users or reception locations and the one or more constraints;

wherein the pricing component is configured to:

calculate an individual price for delivering the advertisement to each of the one or more target users or reception locations based on an overall desirability for the target user; and

compute the estimated price for delivering the advertisement to the one or more target users or reception locations based on the individual prices computed with respect to each of the one or more target users or reception locations.

106. (Currently Amended) The system according to claim 105, wherein the pricing component is configured to:

access an index value associated with a target user or reception locations with respect to each of the one or more constraints;

retrieve a coefficient value with respect to each of the one or more constraints, wherein the overall desirability of the target user or reception locations is computed based on the index value associated with the target user or reception locations and the coefficient value with respect to each of the one or more constraints;

wherein the index value indicates the desirability of the target user or reception locations with respect to one of the constraints from a perspective of the content distributor capable of transmitting the advertisement to the target user or reception locations, and

the coefficient value indicates the desirability of the constraint from the advertiser's perspective.

107-109 (Cancelled).